

ABSTRACT

Price comparison sites on the Internet, which allow users to compare prices across multiple shops (or in other words allow shopping meta-search), are very popular today. However, these price comparison sites perform optimizations for only one item at a time but not for combinations of more than one item which can be purchased from more than one dealer. In other words, If the user wants to buy for example multiple books at the same time or for example a number of computer parts at the same time, he has to search for the best shop for each item separately, and then any attempt for example to optimize the shipping costs by aggregating more than one item from the same shop have to be done manually by the user, which can take quite a long time, and the user many times will not succeed to reach the best option or even close to it. The present invention describes a system and method for automatic finding of one or more acceptable or near-optimal suggestions for dividing the order between various vendors (preferably in terms of at least item prices plus shipment costs) in price-comparison sites when the user buys more than one product at the same time, preferably by using efficient and practical heuristics, and preferably with automatically offering additional complementary services when needed. The invention solves many problems that are involved in accomplishing this in an efficient and practical manner, and also describes additional preferable features.